

AWARENESS PROGRAMME

January - March 2023



Consumer Education and Research Centre |
Environmental Information, Awareness, Capacity
Building and Livelihood Programme | Programme
Centre- Resource Partner, Ahmedabad, Gujarat

In line with mission LiFE (Lifestyle for Environment) Consumer Education & Research Centre, Environmental Information, Awareness, Capacity Building and Livelihood Programme, Programme Centre, Resource Partner (CERC EIACP PC-RP) conducted various awareness programme.

- A. Ms. Divya Namboothiri, Programme Officer CERC EIACP PC- RP delivered a session on "Importance of Eco labels, Eco-friendly products and Sustainable Lifestyle" for the Law students at CERC, Ahmedabad. The number of participants were 25. (Annexure-I)
- B. Promotion of Mission LiFE by conducting a session on Sustainable Consumption, Sustainable Lifestyle, sustainability through ecolabels and certifications for the representatives of voluntary consumer organisation from 18 districts and talukas of Gujarat. The number of participants were 30. (Annexure-II)
- C. To spread awareness on importance of wetlands, CERC EIACP prepared an e-poster on 'World Wetlands Day 2023'. This year's theme is 'It's time for wetland restoration.' (Annexure-III)
- D. To promote mindful consumption, simpler life and sustainable lifestyle we prepared a poster on 'Pyramid of Mindful Consumption' to ensure a sustainable future, an Infographic on old me vs new me and poster on simpler life (Annexure-IV).
- E. 'Millets' were among the first crops to be domesticated in India with several evidence of its consumption during the Indus valley civilization. Being grown in more than 130 countries at present, Millets are considered traditional food for more than half a billion people across Asia and Africa. In India, millets are primarily a kharif crop, requiring less water and agricultural inputs than other similar staples. Millets are important by the virtue of its mammoth potential to generate livelihoods, increase farmers' income and ensure food & nutritional security all over the world. To showcase the different types of millets and its benefits, an Infographic on "Millets" was prepared and was circulated on all social media platforms for wider reach. We have prepared two posters on millets to promote millets (Annexure-V).
- F. Ms. Divya Namboothiri, Programme Officer, CERC- EIACP PC- RP addressed the students from Gujarat Vidyapeeth, Gandhinagar on 07 categories under LiFE Mission and promoted Sustainable Consumption, Eco-labelling and Eco-friendly products. We also promoted LiFE creatives with 50 students. It was also published in in young leader newspaper on 15 February 2023 (Annexure-VI).
- G. Under mission LiFE, we have prepared a comic on "Surya - The Energy Saviour" to promote energy saving at home (Annexure-VII). Watch the video & click on the link below to download the comic:
<https://www.facebook.com/CERC.EIACP/videos/1575039389629919>
<http://cercervis.nic.in/PDF/ComiconSave%20Energy2023.pdf>
- H. A session on 7 categories under LiFE Mission, Sustainable Consumption, Eco-labelling & Eco-friendly products was conducted for the 150 students from St. Xavier' College of Ahmedabad (Annexure-VIII).
- I. Celebrated National Science Day by organizing a session on "Contribution of Science in our daily lives through LiFE Themes" for 50 students from V.R. Shah high school Ahmedabad. We have also prepared an e-poster on 'National Science Day 2023'. This year's theme is 'Global Science for Global Wellbeing'. (Annexure-IX).

- J. Each year, World Wildlife Day is celebrated on 3rd March. This year's theme is "Partnerships for Wildlife Conservation". World Wildlife Day (WWD) is an opportunity to celebrate the many beautiful and varied forms of wild fauna and flora and to raise awareness of the multitude of benefits that their conservation provides to people. Last Year, 8 cheetahs from Namibia arrived in Madhya Pradesh's Kuno National Park, where they were released as part of the programme to reintroduce the feline in India. Such partnerships will help in conserving and protecting wild lives around the globe. We have prepared an e-poster on World Wildlife Day to raise awareness on the same. (Annexure-X).
- K. To promote green festival, we have prepared brochure on DIY LiFE Kit. The kit includes the making of natural colours, eco-friendly ganesha idols, eco-friendly rakhi at home etc. (Annexure-XI).

Follow the link to download: <http://cercenvis.nic.in/PDF/Brochure-on-DIYLIFEKit2023.pdf>

- L. We celebrated World Consumer Rights Day by preparing an e-poster to raising global awareness on consumer rights and consumer protection. This year's theme is "Empowering Consumers through Clean Energy Transitions." (Annexure-XII).
- M. To signify the International Day of Forest, we prepared an e-poster. This year's theme is "Forest and Health." The objective was to raise awareness on the importance of forests, as they purify the water, clean the air, capture carbon to fight climate change. They also provide food and life-saving medicines, and improve our well-being (Annexure-XIII).
- N. Ms. Divya Namboothiri, Programme Officer CERC EIACP PC RP participated an exhibition of Health & Millets Expo-2023 at Jamnagar, Gujarat on 20th March 2023 (Annexure-XIV).
- O. On the occasion of World Water Day, we conducted a session on Save Water: one of the category under LiFE Mission addressing around 40 officials from Hospitality sector. We have also prepared an e-poster which includes few tips to save water (Annexure-XV).
- P. Climate Change has become an inevitable problem faced by today's world. Irresponsible human activities have led to temperature increment, intense droughts, water scarcity, severe fires, rising sea level, flooding, melting polar ice, catastrophic storms and declining biodiversity. Ms. Anindita Mehta, Project Coordinator briefed the audience on 7 categories LiFE Mission at the programme: Khoro Bayu 'Unfavorable Winds'. A dance drama relating to climate change based on Tagore's creation. (Annexure-XVI).

Annexure-I



Annexure-II



World

Wetlands Day

2nd February 2023



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Theme:
**It's Time for
Wetland Restoration**



Consumer Education and Research Centre


Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Programme Centre-
Resource Partner on "Environment Literacy - Eco-labelling & Eco-friendly Products"

PYRAMID OF MINDFUL CONSUMPTION



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OLD ME



I used to carry plastic shopping bag

I used to throw away my kitchen waste



Earlier I used plastic cups/ mugs

I used incandescent bulbs



I used to drive my personal vehicle

I used to buy plastic water bottle



I used plastic brush

I used to throw away e-waste



I used to throw all waste in one bin

NEW ME



Now I carry my own cloth bag

Now I compost at home



Now I carry my own reusable cup

Now I have switched to LED bulbs & energy efficient appliances



Now I have switched to public transport

Now I carry my own water bottle



Now I have switched to bamboo brush



Now I give my e-waste to recyclers



Now I segregate my waste



LIFE
Lifestyle for Environment



CERC
Since 1978

Consumer Education and Research Centre
Environmental Information, Awareness, Capacity Building and Livelihood
Programme (EIACP) Programme Centre - Resource Partner on "Environment
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Going back to
a simpler life
is not a step
backward but
a way forward



Annexure-V



GOOD FOR THE EARTH & EARTHLINGS

Did you Know?

Millets have been mentioned in some of the oldest Yajurveda texts and its consumption was very common, pre-dating to the Indian Bronze Age (4,500BC).

Nutritional Benefits of Millets (for 100g of each millet)

	Protein (g)	Fiber (g)	Minerals (g)	Iron (mg)	Calcium (mg)
Sorghum	10	4	1.6	2.6	54
Pearl millet	10.6	1.3	2.3	16.9	38
Finger millet	7.3	3.6	2.7	3.9	344
Foxtail millet	12.3	8	3.3	2.8	31
Proso millet	12.5	2.2	1.9	0.8	14
Kodo millet	8.3	9	2.6	0.5	27
Little millet	7.7	7.6	1.5	9.3	17
Barnyard millet	11.2	10.1	4.4	15.2	11
Horse Gram	22	5	3	7	287

Source: Indian institute of Millets Research
Ministry of Agriculture & Farmers Welfare, GOI; ICRISAT

Millet- Wonder Food

- Sustainable Food
- Resistant to climatic stress, pests, and diseases.
- Long-term option for combating climate change
- Climate-resilient agri-food system

Why Millets?

- Rich in calcium, iron, zinc, protein and fiber
- Low-glycemic index
- Nutricereals
- Allow multiple farm-revenue streams as they can be food, fodder, source of sugar production & biofuels
- Affordable
- Survive in harsh climate & less fertile soil

Health Benefits of Millets

- Millets are anti acidic, gluten free, detoxify body & Niacin (vitamin B3) in millet can help lower cholesterol
- It helps to prevent breast cancer, type 2 diabetes & heart diseases
- Effective in reducing blood pressure
- Aids in treating respiratory conditions such as asthma
- Helps to optimize kidney, liver and immune system
- Reduces risk of gastrointestinal conditions like gastric ulcers or colon cancer
- Eliminates problems like constipation, excess gas, bloating and cramping
- Millet acts as a prebiotic feeding microflora in your inner ecosystem



LiFE
Lifestyle for Environment



Consumer Education and Research Centre
Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Programme Centre - Resource Partner on "Environment Literacy- Eco-labelling & Eco-friendly Products"



2023
 INTERNATIONAL
 YEAR OF
 Millets

CONSUMER EDUCATION
 AND RESEARCH
 CENTRE - EIACP PC RP



International Year of Millets: 2023



Consumer Education and Research Centre Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Programme Centre- Resource Partner on "Environment Literacy- Eco-labelling & Eco-friendly Products"

Annexure-VI





गुजरात विद्यापीठ रांधेजा में ग्राहक सुरक्षा एवं पर्यावरणलक्षी जीवनशैली व आजीविका के राष्ट्रीय मानक विषय पर कार्यशाला आयोजित

गांधीनगर। ग्राहक शिक्षण एवं अनुसंधान केन्द्र (सी.ई.आर.सी.) ग्राहक अधिकार सेल, पर्यावरण सूचना, क्षमतावर्धन एवं आजीविका सेल तथा गुजरात सरकार के कमिश्नर ऑफ फूड सेफ्टी, खोराक एवं औषधनियमन के संयुक्त तत्वावधान में गुजरात विद्यापीठ, रांधेजा के ग्रामीण प्रबंध अध्ययन केन्द्र एवं महादेव देसाई ग्राम सेवा महाविद्यालय की राष्ट्रीय सेवा योजना इकाई द्वारा एक दिवसीय कार्यशाला का आयोजन किया जिसमें स्नातकोत्तर एवं स्नातक कक्षा के 60 विद्यार्थियों ने भाग लिया। स्वागत उद्बोधन में परिसर के संयोजक डॉ. राजीव पटेल तथा विभाग की अध्यक्ष डॉ. मयूरी फार्मर ने कहा कि हम सभी किसी न किसी रूप में ग्राहक हैं और कहीं न कहीं तथा कभी न कभी धोखाधड़ी का शिकार होते रहते हैं। ऐसा इसलिए होता है कि हमें ग्राहक रूप में अपने अधिकारों की जानकारी नहीं होती। यह कार्यशाला हम सभी के लिए समान रूप से उपयोगी रहेगी ऐसी हमारी अपेक्षा है। कार्यक्रम अधिकारी डॉ. लोकेश जैन ने सी.ई.आर. सी. की विभिन्न

सेल के अधिकारी तथा गुजरात सरकार के फूड सेफ्टी चलित प्रदर्शन वान के प्रतिनिधियों का स्वागत करते हुए बताया कि ग्रामीण प्रबंधन विभाग विद्यार्थियों के लिए सी.ई.आर.सी. के साथ मिलकर ग्राहक सुरक्षा तथा पर्यावरण के जागृति के कार्यक्रम पाठ्यक्रम के भाग स्वरूप करता ही है लेकिन इस बार इसमें पर्यावरणलक्षी जीवनशैली एवं आजीविका जैसे वैश्विक मिशन को सम्मिलित किया गया है जो आज के युवाओं को राष्ट्रीय मुख्यधारा से जोड़ता है। सी.ई.आर.सी. के कार्यकारी अधिकारी श्री उदय मवानी जी ने संपोषित विकासलक्षी जन जागृति के प्रचार-प्रसार हेतु इस विभाग के साथ एम.ओ.यू. करके समज तक पहुँचने के प्रयोग को अभिनव दिशा प्रदान की है। इस कार्यशाला के प्रारंभ में श्री मेघावी बेन ने ग्राहकों के अधिकार, वस्तु अथवा सेवा को क्रय करते समय क्या सावधानियां ग्राहक के रूप में आवश्यक हैं उनके बारे में प्रशिक्षणार्थियों को अवगत कराया तथा इसके साथ साथ आज के डिजिटल व्यवहार में व अन्य किसी प्रकार की धोखाधड़ी होने पर ग्राहक

किस प्रकार सी. ई. आर. सी. से संपर्क कर समाधान प्राप्त कर सकता है, के बारे में विस्तृत जानकारी प्रदान की। इस केन्द्र की खाद्य सुरक्षा सेल की डॉ. अनिन्दिता मेहता के मार्गदर्शन में कार्यरत विषय विशेषज्ञा श्री बीजलबेन चौहान ने मेजिक बॉक्स के जरिए प्रदर्शन कर बताया कि किस प्रकार की मिलावट आज के खाद्य पदार्थों में देखने को मिलती है तथा इसे वैज्ञानिक पद्धति एवं थरेलू पद्धति से किस प्रकार तपासा जा सकता है। गुजरात सरकार की प्रदर्शन वान में इस जाँच के अत्याधुनिक उपकरणों एवं उनके उपयोग से विद्यार्थियों को छोटे छोटे समूहों में अनुभव कराया।

संयुक्त राष्ट्र के एजेन्डा के अनुरूप सी.ई.आर.सी. पर्यावरण सेल की श्री दिव्या जी ने उन सात मानकों की विस्तृत जानकारी प्रदान की जो पर्यावरणलक्षी जीवनशैली व आजीविका के निर्धारक घटक हैं। इसके अलावा उन्होंने स्वास्थ्य के लिए अनिवार्य मिलेट (मोटे अनाज) के सेवन के बारे में जानकारी प्रदान की। उन्होंने कहा कि ग्रामीण प्रबंधन विभाग के विद्यार्थी गांवों में जाकर प्रोजेक्ट

असाइनमेंट में इस विचार को घर घर व जन जन तक पहुँचाने के कार्य में प्रत्यक्ष भागीदारी करेंगे।

कार्यक्रम का संचालन राष्ट्रीय सेवा योजना की स्वयंसेविका अनेरी श्रोफ ने किया तथा विद्यापीठ की परंपरा के अनुसार स्वयं के कांते गए सूत से निर्मित मालाओं द्वारा मेहमानों को स्वागत जयश्रीबेन पाडवी एवं सोनल धेरारणा ने किया। इस कार्यक्रम में विभाग के सदस्य एवं उन्नत भारत अभियान गुजरात विद्यापीठ के नोडल अधिकारी डॉ. सतीष पटेल के अलावा डॉ. अमीषा शाह, डॉ. भाविन पटेल, अक्षय पट्टिहार तथा डॉ. मनहर मकवाण आ उपस्थित रहे।

रासला कैंप में पिता ने बेटे को चाकू मारा

भावनगर. शहर के रसाला कैंप में एक पिता ने अपने बेटे के पेट में चाकू धोंप दिया, जिससे वह लहलुहान हो गया. घटना के संबंध में प्राप्त जानकारी के अनुसार शहर के रसाला कैंप स्थित डीएसपी कार्यालय के सामने लाइन नंबर 2 कमरा नंबर 202 में रहने वाले नीतेशभाई मनोहरलाल लाडला (21)

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Annexure-VII



SURYA - THE ENERGY SAVIOUR

SAVE ENERGY TODAY, FOR YOUR BETTER TOMORROW

Consumer Education & Research Centre - Environmental Information, Awareness, Capacity Building and Livelihood Programme(EIACP),
Programme Centre-Resource Partner on "Environment Literacy- Eco-Labeling & Eco-friendly Products



Annexure-VIII



Annexure-IX



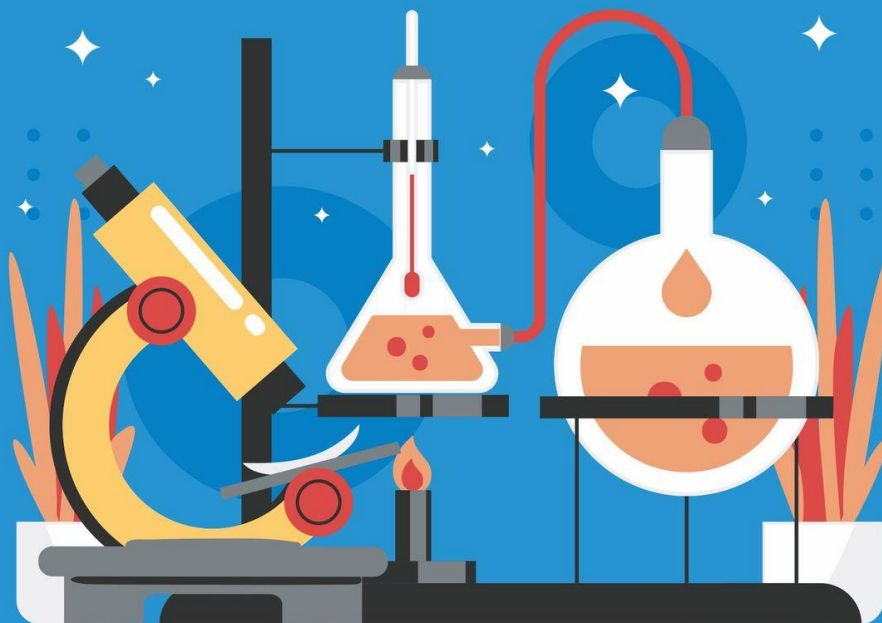


NATIONAL SCIENCE DAY

28 FEBRUARY 2023

Theme:

“Global Science for Global Wellbeing”



“The Science of Today
is the Technology of Tomorrow”

-Edward Teller

CERC-EIACP



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WORLD
WILDLIFE
DAY
3 March 2023

Theme: "Partnerships for wildlife conservation"

Consumer Education & Research Centre - Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIAACP), PC- Resource Partner on "Environment Literacy- Eco-Labeling & Eco-friendly Products"
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Cheetah Reintroduction in India

HOMES IDENTIFIED

Three potential wildlife sanctuaries that would support cheetah population





LIFE
Lifestyle for
Environment

DIY LIFE Kit

“What is needed today is mindful and deliberate utilization, instead of mindless and destructive consumption.”


*- Shri Narendra Modi
Prime Minister of India*



**Consumer Education and Research Centre
Environmental Information, Awareness, Capacity Building
and Livelihood Programme (EIACP) Programme Centre-
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& Eco-friendly Products”**

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World Consumer Rights Day

15 March 2023



Theme:

"Empowering Consumers Through Clean Energy Transitions."

Did you know?

India stands 4th globally in Renewable Energy Installed Capacity (including Large Hydro), 4th in Wind Power capacity & 4th in Solar Power capacity

India launched National Green Hydrogen Mission to achieve clean energy transition

CERC-EIACP



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International Day of Forests



Theme: Forests and Health
21 March 2023



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Resource Partner on "Environment Literacy - Eco-labelling & Eco-friendly Products"
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Annexure-XIV



Annexure-XV



KHORO BAYU

Unfavourable Winds



খরবায়ু বয় বেগে, চারি দিক ছায় মেঘে,
ওগো নেয়ে, নাওখানি বাইয়ো ।
তুমি কষে ধরো হাল, আমি তুলে বাঁধি পাল—
হাঁই মারো, মারো টান হাঁইয়ো ॥

শৃঙ্খলে বারবার বন্বন্বন্ব বঙ্কার, নয় এ তো তরঙ্গীর ক্রন্দন শঙ্কার—
বন্ধন দুর্বীর সহ্য না হয় আর, টলমল করে আজ তাই ও ।

হাঁই মারো, মারো টান হাঁইয়ো ॥

গণি গণি দিন খন চঞ্চল করি মন
বোলো না, 'যাই কি নাহি যাই রে' ।

সংশয়পারাবার অন্তরে হবে পার,
উদ্বেগে তাকায়ে না বাইরে ।

যদি মাতে মহাকাল, উদ্দাম জটাজাল ঝড়ে হয় লুপ্তিত, চেউ উঠে উস্তাল,
হোয়ো নাকো কুপ্তিত, তালে তার দিয়ে তাল— জয়-জয় জয়গান গাইয়ো ।

হাঁই মারো, মারো টান হাঁইয়ো ॥

-রবীন্দ্রনাথ ঠাকুর

Climate Change has become an inevitable problem faced by today's world. Irresponsible human activities have led to temperature increment, intense droughts, water scarcity, severe fires, rising sea level, flooding, melting polar ice, catastrophic storms and declining biodiversity.

The song "Khoru bayu" (Unfavourable Winds) is a depiction of the beautiful world that God has created for us through Tagore's words ending with a thoughtful question of where we are heading in the future. This beautiful song is choreographed by Dr. Anusuya Roy, an active advocate of sustainability and environment issues and winner of National Tech Excellence Awardee 2022, TDB, DST and DST Nidhi SSS Awardee 2020, PhD-IIT Delhi.

The wind is high, clouds dark,
O the boatman, Row your boat.
You give it the direction, while I prepare the sail high—
Row, Row your boat.

Resonance of the chains, time and again, Isn't the yell for despair
Unbearable are the bounds, its oscillations are hence. Row, Row your boat.

Do not ask, whether or not to venture,
The day, time just or not, anxiously.

If your luck runs against, roughness beyond control,
Smashing storm, sea waves even higher,

Be confident, adjust to the rhythm,
Chanting His name merrily.

Row, Row your boat.

-Rabindranath Tagore

25th March | 7 PM Saturday
Prakash School, Auditorium



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